10795-2

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH NOVEMBER 1988 AND 1989

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF NOVEMBER 1989

35 MANUFACTURERS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH 1989	426.4	+31.1	+7.9			
MONTH 1988	395.3					
CUMULATIVE YTD 1989 (JAN-NOV)	3993.9	+321.1	+8.7			
CUMULATIVE YTD 1988 (JAN-NOV)	3672.8					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH 1989	-9.8	NOT APPLICABLE	NOT APPLICABLE			
MONTH 1988	113.9					
CUMULATIVE YTD 1989 (JAN-NOV)	3760.7	+219.0	+6.2			
CUMULATIVE YTD 1988 (JAN-NOV)	3541.7					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)

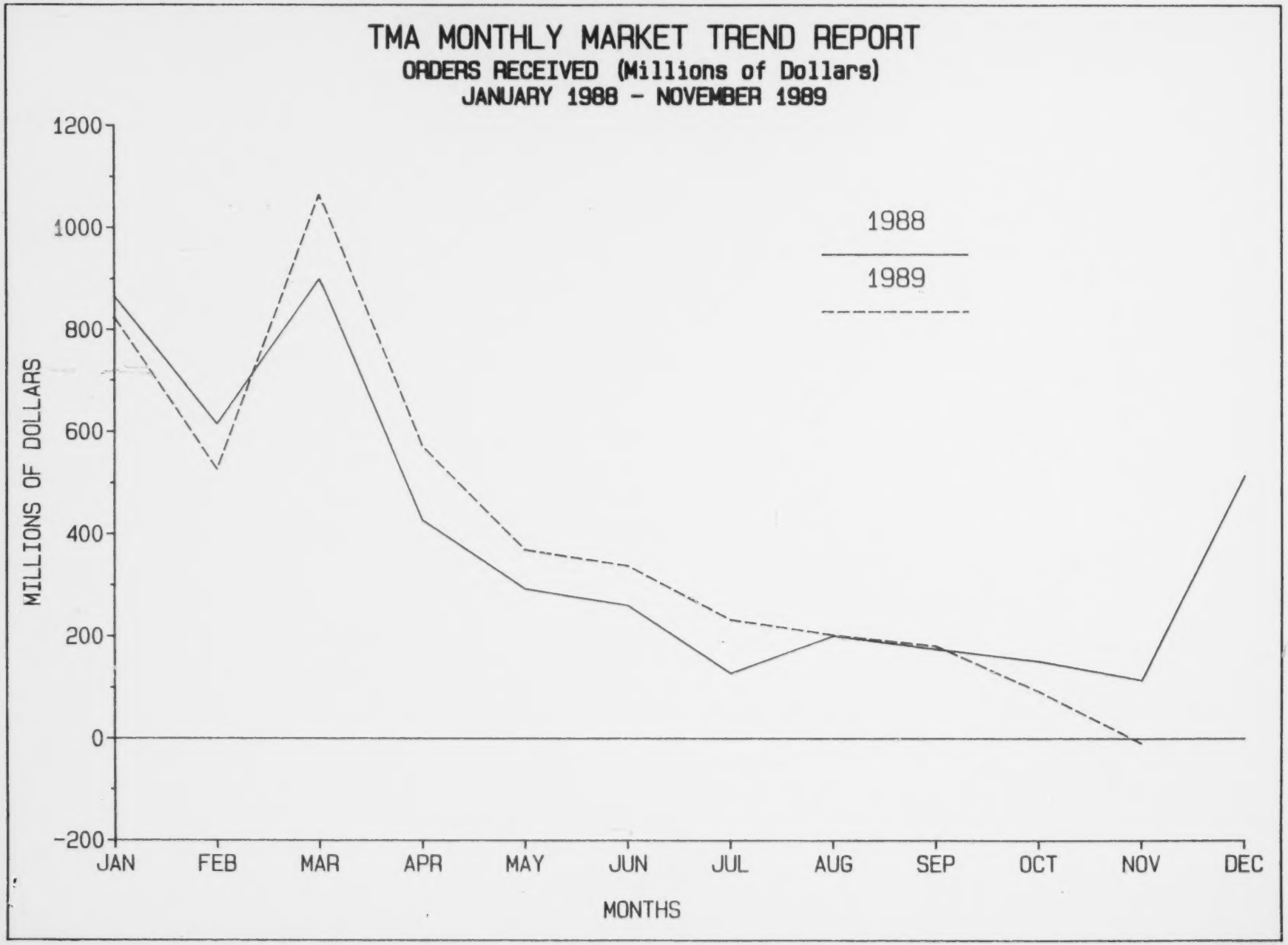
DOLLAR TREND BY MONTH NOVEMBER 1989 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN-NOV YTD AVG.
SHIPMENTS													
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4		363.1
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9		
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8		398.8
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7		
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8		57.7
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3		1674.0
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - NOVEMBER 1989
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - NOVEMBER 1989
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH